

ORDER



Orders
Order / Rev: 725209
Alt Order #: 06397925
Product Desc: OBAMA FOR AMERICA
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/26/12 / 10/31/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	29	\$20,850.00	\$17,722.50
11/05/12	11/11/12	9	\$5,540.00	\$4,709.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$26,390.00	\$22,431.50	0.00
Totals	38	\$26,390.00	\$22,431.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/30/12	11/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	1:00	3	\$110.00	P-4	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		3			\$110.00			0.00			
E 2	WFMY	10/30/12	11/05/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MTWTF--	1:00	3	\$260.00	P-3	0.00	NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		3			\$260.00			0.00			
E 3	WFMY	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	1:00	5	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		5			\$120.00			0.00			
E 4	WFMY	11/03/12	11/03/12	Good Morning Show Sat Good Morning Show Saturday	CM	6-9a	-----S-	1:00	1	\$220.00	P-3	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$220.00			0.00			
E 5	WFMY	11/04/12	11/04/12	Good Morning Show Sun Good Morning Show Sunday	CM	6-9a	-----S	1:00	1	\$220.00	P-3	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$220.00			0.00			
E 6	WFMY	10/30/12	11/05/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	1:00	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2			\$400.00			0.00			

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E 7	WFMY	10/30/12	11/05/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	MTWTF--	1:00	2	\$320.00	P-3	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$320.00		0.00				
E 8	WFMY	10/30/12	11/05/12	M-F 2-3p The Talk	CM	2-3p	MTWTF--	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
Week:		10/30/12	11/05/12	MTWTF--			1		\$300.00		0.00				
E 9	WFMY	10/30/12	11/05/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MTWTF--	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
Week:		10/30/12	11/05/12	MTWTF--			1		\$300.00		0.00				
E 10	WFMY	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
Week:		10/29/12	11/04/12	-----S			1		\$700.00		0.00				
E 11	WFMY	10/30/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	1:00	2	\$200.00	P-3	0.00	NM	2	\$400.00
Week:		10/30/12	11/05/12	MTWTF--			2		\$200.00		0.00				
E 12	WFMY	10/30/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	1:00	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
Week:		10/30/12	11/05/12	MTWTF--			2		\$700.00		0.00				
E 13	WFMY	10/30/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	1:00	2	\$1,050.00	P-2	0.00	NM	2	\$2,100.00
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,050.00		0.00				
E 14	WFMY	10/30/12	11/05/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	1:00	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,100.00		0.00				
E 15	WFMY	10/30/12	11/05/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	1:00	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,100.00		0.00				
E 16	WFMY	10/30/12	10/30/12	Tue Prime A NCIS	CM	8-9p	-T-----	1:00	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
Week:		10/29/12	11/04/12	-T-----			1		\$2,800.00		0.00				
E 17	WFMY	10/30/12	10/30/12	Tue Prime C Vegas	CM	10-11p	-T-----	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
Week:		10/29/12	11/04/12	-T-----			1		\$1,600.00		0.00				
E 18	WFMY	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
Week:		10/29/12	11/04/12	----F--			1		\$1,600.00		0.00				
E 19	WFMY	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p	-----S-	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
Week:		10/29/12	11/04/12	-----S-			1		\$1,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WFMY	10/29/12-11/04/12		NCAA Football Prime		8-11p	-----Sa--	1:00		\$1,500.00		0.00	NM		
E 20	WFMY	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	10-11p	-----S	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Week:		10/29/12	11/04/12	-----S			1		\$1,800.00		0.00				
E			11/05/12		CM				2		P-3	0.00	NM	2	\$1,400.00

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WFMY-TV

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21	WFMY	10/30/12		News 2 at 11		11-1135p	MTWTFSS	1:00		\$700.00					
				News 2 at 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTFSS		2				\$700.00		0.00			
E 22	WFMY	11/04/12	11/04/12	NFL Football	CM	Sun	-----S	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$2,500.00
				NFL Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	VFMY	10/29/12-11/04/12		NFL Football		Sun	-----Su	1:00		\$2,500.00		0.00	NM		
													Totals	38	\$26,390.00